



WFTV-TV  
P.O. Box 863324  
Orlando, FL 32886-3324  
ph: (407) 841-9000  
fx: (407) 841-8259

Advertiser  
Agency  
Buyer  
Salesperson

Pol/FI Vote No On 6 Committee (16832)  
Media Strategies & Research (3796)  
BEALE, RACHAEL  
Cole, Brian (1232)  
ph: (407) 841-9000

Invoice 652527  
Inv Date 11/25/2012  
Terms Net 30  
Contract 330917  
Bill Type Standard  
Period 10/29/2012 - 11/25/2012

Media Strategies & Research  
11350 Random Hills Road  
Suite 670  
Fairfax, VA 22030

AgM

Product Political - Issue (1068)  
Brand 11816/FL VOTE NO ON 6 COMMITTEE (136979)  
Acct Types Local/Political  
Est/Headline 11816/  
Demo  
Revision  
Comments EST# 11816

CO-OP/Order Type No/Normal  
Package  
Gen. Date 11/27/2012 1:42:26PM

Orlando (WFTV)

## OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Copy/ISCI	Amount	Remarks
1.0	Spot	6:00:00AM- 7:00:00AM	Day, M-1, Tu-1, W-1, Th-1, F-1	10/29/12 6:42AM (Mo)	00:30	FL6101H	\$2500.00	
1.0	Spot	6:00:00AM- 7:00:00AM	Day, M-1, Tu-1, W-1, Th-1, F-1	10/30/12 6:54AM (Tu)	00:30	FL6101H	\$2500.00	
1.0	Spot	6:00:00AM- 7:00:00AM	Day, M-1, Tu-1, W-1, Th-1, F-1	10/31/12 6:28AM (We)	00:30	FL6101H	\$2500.00	
1.0	Spot	6:00:00AM- 7:00:00AM	Day, M-1, Tu-1, W-1, Th-1, F-1	11/01/12 6:42AM (Th)	00:30	FL6101H	\$2500.00	
1.0	Spot	6:00:00AM- 7:00:00AM	Day, M-1, Tu-1, W-1, Th-1, F-1	11/02/12 6:56AM (Fr)	00:30	FL6101H	\$2500.00	
2.0	Spot	6:00:00AM- 7:00:00AM	Day, M-1, Tu-1	11/05/12 6:42AM (Mo)	00:30	FL6101H	\$2500.00	
2.0	Spot	6:00:00AM- 7:00:00AM	Day, M-1, Tu-1	11/06/12 6:54AM (Tu)	00:30	FL6101H	\$2500.00	
3.0	Spot	7:00:00AM- 9:00:00AM	Day, Tu-1, Th-1	10/30/12 7:49AM (Tu)	00:30	FL6101H	\$2500.00	
3.0	Spot	7:00:00AM- 9:00:00AM	Day, Tu-1, Th-1	11/01/12 7:25AM (Th)	00:30	FL6101H	\$2500.00	
4.0	Spot	7:00:00AM- 9:00:00AM	Day, M-1, Tu-1	11/05/12 7:49AM (Mo)	00:30	FL6101H	\$2500.00	
4.0	Spot	7:00:00AM- 9:00:00AM	Day, M-1, Tu-1	11/06/12 7:58AM (Tu)	00:30	FL6101H	\$2500.00	
5.0	Spot	6:00:00AM- 9:00:00AM	Day, Sa-1	11/03/12 6:12AM (Sa)	00:30	FL6101H	\$1400.00	
6.0	Spot	6:00:00AM- 9:00:00AM	Day, Su-1	11/04/12 6:43AM (Su)	00:30	FL6101H	\$1300.00	
7.0	Spot	11:00:00AM- 12:00:00PM	Day, W-1, F-1	11/02/12 11:33AM (Fr)	00:30	FL6101H	\$1200.00	
8.0	Spot	12:00:00PM- 1:00:00PM	Day, Th-1	11/01/12 12:38PM (Th)	00:30	FL6101H	\$1100.00	
9.0	Spot	3:00:00PM- 4:00:00PM	Day, W-1	10/31/12 3:37PM (We)	00:30	FL6101H	\$825.00	
10.0	Spot	3:00:00PM- 4:00:00PM	Day, M-1	11/05/12 3:54PM (Mo)	00:30	FL6101H	\$825.00	
11.0	Spot	7:30:00PM- 8:00:00PM	Day, M-1, Tu-1, F-1	10/29/12 7:43PM (Mo)	00:30	FL6101H	\$4250.00	
11.0	Spot	7:30:00PM- 8:00:00PM	Day, M-1, Tu-1, F-1	10/30/12 7:38PM (Tu)	00:30	FL6101H	\$4250.00	
11.0	Spot	7:30:00PM- 8:00:00PM	Day, M-1, Tu-1, F-1	11/02/12 7:29PM (Fr)	00:30	FL6101H	\$4250.00	
13.0	Spot	8:00:00PM- 10:00:00PM	Day, M-1	11/05/12 8:00PM (Mo)	00:30	FL6101H	\$15000.00	
15.0	Spot	10:00:00PM- 11:00:00PM	Day, W-1	10/31/12 10:30PM (We)	00:30	FL6101H	\$8000.00	
16.0	Spot	8:00:00PM- 9:00:00PM	Day, F-1	11/02/12 8:20PM (Fr)	00:30	FL6101H	\$4500.00	
18.0	Spot	11:30:00PM- 12:05:00AM	Day, Sa-1	11/03/12 12:06AM (Sa)	00:30	FL6101H	\$2100.00	
19.0	Spot	12:05:00AM- 1:05:00AM	Day, Tu-1, Th-1	10/30/12 1:01AM (Tu)	00:30	FL6101H	\$500.00	
19.0	Spot	12:05:00AM- 1:05:00AM	Day, Tu-1, Th-1	11/01/12 12:39AM (Th)	00:30	FL6101H	\$500.00	
20.0	Spot	11:35:00PM- 12:05:00AM	Day, M-1, W-1	10/29/12 11:47PM (Mo)	00:30	FL6101H	\$1200.00	
20.0	Spot	11:35:00PM- 12:05:00AM	Day, M-1, W-1	10/31/12 11:53PM (We)	00:30	FL6101H	\$1200.00	
21.0	Spot	7:00:00PM- 8:00:00PM	Day, Su-1	11/04/12 6:59PM (Su)	00:30	FL6101H	\$4100.00	M/G For 17.0.1
22.0	Spot	10:00:00PM- 11:00:00PM	Day, Su-1	11/04/12 10:45PM (Su)	00:30	FL6101H	\$4100.00	M/G For 7.0.1
23.0	Spot	8:00:00PM- 9:00:00PM	Day, W-1	10/31/12 8:49PM (We)	00:30	FL6101H	\$8500.00	M/G For 14.0.1
24.0	Spot	6:00:00AM- 7:00:00AM	Day, Tu-1	11/06/12 6:14AM (Tu)	00:30	FL6101H	\$1400.00	M/G For 12.0.1

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.



Gross Total	\$98,000.00
Commission	(\$14,700.00)
Net Total	\$83,300.00

Total Spots 32

WFTV-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.